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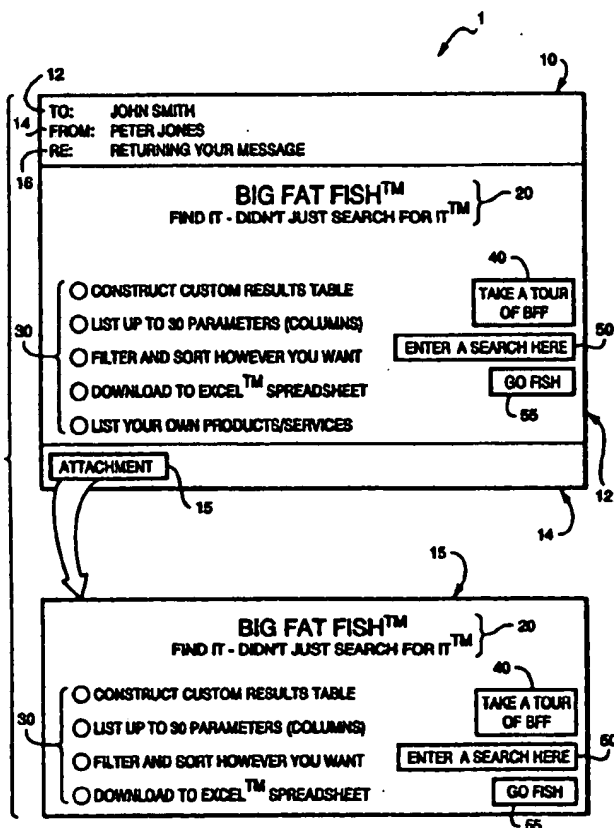
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| <p>(51) <b>International Patent Classification<sup>6</sup>:</b> G06F 17/60</p> <p>(21) <b>International Application Number:</b> PCT/US00/07915</p> <p>(22) <b>International Filing Date:</b> 24 March 2000 (24.03.2000)</p> <p>(25) <b>Filing Language:</b> English</p> <p>(26) <b>Publication Language:</b> English</p> <p>(71) <b>Applicant (for all designated States except US):</b> MINDARROW SYSTEMS, INC. [US/US]; 101 Enterprise, #340, Aliso Viejo, CA 92656 (US).</p> <p>(72) <b>Inventors; and</b></p> <p>(75) <b>Inventors/Applicants (for US only):</b> BLAKELEY, Thomas [US/US]; Mindarrow Systems, Inc, 101 Enterprise, #340, Aliso Viejo, CA 92656 (US). MCEWAN,</p> | <p>Rick [US/US]; Mindarrow Systems, Inc, 101 Enterprise, #340, Aliso Viejo, CA 92656 (US).</p> <p>(74) <b>Agents:</b> FISH, Robert et al.; Fish &amp; Associates, LLP, Suite 706, 1440 N. Harbor Boulevard, Fullerton, CA 92835 (US).</p> <p>(81) <b>Designated States (national):</b> AE, AL, AM, AT, AT (utility model), AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, CZ (utility model), DE, DE (utility model), DK, DK (utility model), DM, EE, EE (utility model), ES, FI, FI (utility model), GB, GD, GE, GH, GM, GR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SK (utility model), SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.</p> <p>(84) <b>Designated States (regional):</b> ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent</p> |
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**(54) Title:** INTERACTIVE COMMERCIALS AS INTERFACE TO A SEARCH ENGINE

**(57) Abstract:** A user submits a search request to an Internet or other network search engine from within an e-mail client. The software for performing this task is preferably provided as part of e-mail advertisement (15) sent to the user (recipient). The advertisement preferably includes a first portion having a first branding graphic (20), and a second portion that receives a search string designated by the recipient (50). In especially preferred embodiments the search engine returns the search results to the recipient within the e-mail client.



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